

Memorandum



Date: October 18, 2005

Agenda Item No. 8(M)(1)(B)

To: Honorable Chairman Joe A. Martinez
and Members, Board of County Commissioners

From: George M. Burgess
County Manager

Subject: Ratification of Grant Proposal to the Women's Fund of Miami-Dade County

RECOMMENDATION

It is recommended that the Board ratify the County Manager's action in applying for up to \$10,000 in grant funds from the Women's Fund of Miami-Dade County to support the annual Women's Summit presented by Miami-Dade Park and Recreation Department, Division of Arts and Culture; and further authorizing the County Manager or his designee to receive and expend funds and execute amendments as required.

BACKGROUND

The Women's Fund offers up to \$10,000 in grants for initiatives that address women's issues. The grant period is January 1, 2006 – December 30, 2006.

This grant will help support the annual Women's Summit presented by the Miami-Dade Park and Recreation, Division of Arts and Culture. The Women's Summit offers workshops, classes, lectures, films, and outreach opportunities to women throughout Miami-Dade County. The Women's Summit is dedicated to reaching disenfranchised and underserved women as a means to address issues relevant to them and their community.

Attachment

A handwritten signature in black ink, appearing to read "Alex Muñoz", written over a horizontal line.

Alex Muñoz
Assistant County Manager



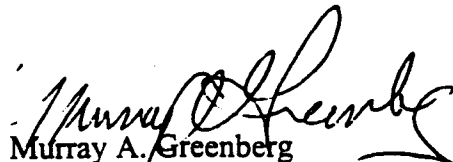
MEMORANDUM

(Revised)

TO: Honorable Chairman Joe A. Martinez
and Members, Board of County Commissioners

DATE: October 18, 2005

FROM:


Murray A. Greenberg
County Attorney

SUBJECT: Agenda Item No. 8(M)(1)(B)

Please note any items checked.

- ☐ "4-Day Rule" ("3-Day Rule" for committees) applicable if raised
- ☐ 6 weeks required between first reading and public hearing
- ☐ 4 weeks notification to municipal officials required prior to public hearing
- ☐ Decreases revenues or increases expenditures without balancing budget
- ☐ Budget required
- ☐ Statement of fiscal impact required
- ☐ Bid waiver requiring County Manager's written recommendation
- ☐ Ordinance creating a new board requires detailed County Manager's report for public hearing
- ☐ Housekeeping item (no policy decision required)
- ☐ No committee review

Approved _____ Mayor
Veto _____
Override _____

Agenda Item No. 8(M)(1)(B)
10-18-05

RESOLUTION NO. _____

RESOLUTION RATIFYING THE COUNTY MANAGER'S ACTION IN APPLYING FOR UP TO \$10,000 IN GRANT FUNDS FROM THE WOMEN'S FUND TO SUPPORT THE ANNUAL WOMEN'S SUMMIT PRESENTED BY THE MIAMI-DADE PARK AND RECREATION DEPARTMENT, DIVISION OF ARTS AND CULTURE; AND FURTHER AUTHORIZING THE COUNTY MANAGER OR HIS DESIGNEE TO RECEIVE AND EXPEND FUNDS, AND EXECUTE AMENDMENTS AS REQUIRED

WHEREAS, this Board desires to accomplish the purposes outlined in the accompanying memorandum, a copy of which is incorporated herein by reference,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that this Board ratifies the County Manager's action in applying for up to \$10,000 in grant funds from the Women's Fund, to support the annual Women's Summit presented by the Miami-Dade Park and Recreation Department, Division of Arts and Culture; and further authorizes the County Manager or his designee to receive and expend funds and execute amendment as required.

The foregoing resolution was offered by Commissioner _____, who moved its adoption. The motion was seconded by Commissioner _____ and upon being put to a vote, the vote was as follows:

3

Joe A. Martinez, Chairman
Dennis C. Moss, Vice-Chairman

Bruno A. Barreiro
Jose "Pepe" Diaz
Sally A. Heyman
Dorrin D. Rolle
Katy Sorenson
Sen. Javier D. Souto

Dr. Barbara Carey-Shuler
Carlos A. Gimenez
Barbara J. Jordan
Natacha Seijas
Rebeca Sosa

The Chairperson thereupon declared the resolution duly passed and adopted this 18th day of October, 2005. This Resolution and contract, if not vetoed, shall become effective in accordance with Resolution No. R-377-04.

MIAMI-DADE COUNTY, FLORIDA
BY ITS BOARD OF COUNTY
COMMISSIONERS

HARVEY RUVIN, CLERK

Approved by County Attorney as
to form and legal sufficiency. DPC
Diamela Del Castillo

By: _____
Deputy Clerk

31 August 2005

Claudia Kitchens, Executive Director
Women's Fund of Miami-Dade County
1550 Madruga Avenue, Suite 332
Miami, FL 33146

Dear Ms. Kitchens:

The Miami-Dade Park and Recreation Department-Division of Arts and Culture respectfully requests \$10,000 for the presentation of the annual Southeastern Women's Summit to be held in March 2006. This month-long event, in honor of National Women's History Month, will take place at The Women's Park and various locations throughout the County.

Dedicated in 1992 to all women of Miami-Dade County in recognition of their contributions to improving the quality of life in our community, The Women's Park serves as a resource center for women and girls to help them address issues that affect their daily lives. The core program of The Women's Park is the Summit which offers a month-long series of events and programs dedicated to offering an open dialogue to assist women in finding the right resources for self sustainability whether it be financial, health related, addressing domestic violence, or developing community leaders and healthy families. Through a series of lectures, workshops, classes, and arts events, participants have the opportunity to learn about County and community resources.

The grant start date would be January 2006 and will conclude in September 2006. This timeframe includes event logistics/planning, marketing, event production, evaluation and assessment. Funding from the Women's Fund of Miami-Dade County will assist with the costs of instructors, lecturers, and artists presenting at this event.

Please do not hesitate to contact Katherine MacDiarmid (information below), should you have any questions. We look forward to hearing from you.

Sincerely,

Alex Muñoz
Assistant County Manager

Grant Contact:

Katherine MacDiarmid, Communications and Development
Miami-Dade Parks-Division of Arts and Culture
275 NW 2nd Street, Suite 548 • Miami, FL 33128
T 305.755.5455 F 305.755.7940
kmacdia@miamidade.gov

Attachments:

Grant Narrative, Budget, Required Attachments

S

BACKGROUND/HISTORY

Founded in 1929, the mission of the Miami-Dade Park and Recreation Department is to 'create outstanding recreational, natural, and cultural opportunities to enrich you and to enhance our community for this and future generations.'

Within the mission of Miami-Dade Parks, the goal of the Division of Arts and Culture is to create an environment for the presentation and development of the arts, and to bring together people of diverse cultures, generations, and walks of life. The Division of Arts and Culture seeks to create opportunities for dialogue between artists and the citizens of Miami-Dade County and experiences in which the arts enrich the community.

The Division manages seven cultural parks and facilities that offer over 70 programs annually including afterschool programs, summer arts camps, arts education of children and adults, five performing arts series, exhibitions and special events.

Dedicated in 1992 through the efforts of feminist pioneer Roxcy O'Neal Bolton and a coalition of women leaders, The Women's Park serves as a monument to all women in Miami-Dade County in recognition of their diverse contributions to improving the quality of life in our community. Located on 15 acres in southwest Miami-Dade County, the park houses the Roxcy O'Neal Bolton Women's History Gallery, a 6,000-square-foot facility that provides space for meetings and cultural events; and the Molly Turner Media and Resource Center which provides the community access to computers and the internet.

• CORE PROGRAM

As part of the commitment of The Women's Park to the issues that women and girls face in their daily lives, the Southeastern Women's Summit was developed and implemented in 2004. The purpose of the Summit is to **Educate, Empower and Inspire** by providing:

- access to resources for women who feel marginalized due to economic constraints,
- opportunities for mentoring, and
- a voice to current issues facing women and girls, locally and globally.

Throughout National Women's History Month (March), a series of cultural events, classes, workshops, and lectures are offered at The Women's Park and throughout the county on leadership, finance and entrepreneurship, health, and the arts for all to participate.

PROPOSED PROGRAM/PROJECT

Now approaching its third year, the Southeastern Women's Summit will present a schedule of month-long activities and events that include workshops, lectures, arts events, and discussions that address issues affecting the women and girls of Miami-Dade County and cover a broad range of topics such as financial planning and sustainability, ending domestic violence, healing relationships, starting your own business, creative explorations, developing community leaders, and the Women's Film Series.

1. State the need/problem you seek to address

As the role of The Women's Park is to serve as a center for resources on issues that affect the women and girls of Miami-Dade County, the Southeastern Women's Summit seeks to address the needs of

women and girls whether financial, domestic, or health-related by using the arts as a vehicle for dialogue and presenting qualified speakers and facilitators to assist in helping women and girls to achieve self sustainability.

2. Define how this program fulfills our mission of creating social change for women and girls

The goal of the Southeastern Women's Summit is to use the arts as a catalyst for open dialogue and to provide a safe venue for frank discussions that assist women in becoming self aware and active members of the community. The Summit empowers women and girls to create social change and help them realize their full potential which echoes the mission of the Women's Fund of Miami-Dade County.

3. Outline the program's objectives and proposed strategies (activities) and a time line for achieving them

Objectives:

- To offer a safe venue for open dialogue on issues that affect the women of Miami-Dade County
- To offer resources to marginalized women to begin the process to self-sustainability
- To use the arts as a catalyst for productive and open dialogue

Activities:

- Exhibit highlighting the achievements of women in the arts, politics, community, sciences and business
- Leadership Institute for Girls to offer mentoring opportunities for women and girls
- Lectures and workshops on finance and entrepreneurship
- Workshops using the arts and creativity as a means to cope and heal
- Discussions on developing healthy families, ending domestic violence, developing better relationships with children
- Film series addressing issues specific to the diverse community of women of Miami-Dade County

Timeline:

- October – December 2005: Planning and confirmation of participating presenters, language interpreters, facility needs, equipment needs, staff roles and responsibilities, transportation issues (shuttles to events), site visits for Women's Fund representatives (if selected)
- January/February 2006: Development and dissemination of Summit information to area groups utilizing printed materials in English, Spanish and Creole, dissemination of information to press in all languages
- March 2006: Southeastern Women's Summit
- April - September 2006: Evaluation and assessment, luncheon for recipients of grant award from The Women's Fund (if selected)

4. Include an estimate of the number of women and/or girls to be served with information about age, race, ethnicity, geographic location, socio-economic level and any disabilities

The goal of the Southeastern Women's Summit is to reach 2,000 women and girls through exhibitions, film series presentations, lectures, classes, and workshops. Efforts will be made to target groups, such as the Girls Scouts, Miami-Dade Commission on the Status of Women, Women's Chamber of

7

Commerce, Health Organizations, Community Centers, Arts Organizations, Women's Fund of Miami-Dade County and The Children's Trust. As Miami-Dade is a diverse county representing many cultures and backgrounds, the goal of the Southeastern Women's Summit is to echo the demographics of the County. Information will be disseminated to all representative groups for participation in the Summit activities utilizing marketing resources, community organizations, and visitors to the parks and cultural events. Interpreters will be provided for attendees to events in Spanish, Creole and American Sign language.

5. Assess your organization's capacity to undertake the program. Discuss the relevant history of key personnel and volunteers.

With a committed staff of full and part-time employees that assist in the production and presentation of 50 events each year, the implementation and coordination of the Southeastern Women's Summit will receive the proper organizational support to be successful. Key personnel responsible for the coordination of the Summit include Division of Arts and Culture representatives Barry Steinman, Interim Manager; Katherine MacDiarmid, Communications and Development; Zoraida Yanes, Finance; and Desmon Walker, Manager, The Women's Park.

6. Explain how you plan to recruit participants. Discuss potential barriers that may arise such as transportation, childcare and cultural differences and how you plan to address them.

In recruiting participants, we plan to use resources of participating organizations, community groups, arts organizations, and Arts and Culture event audiences. Every effort will be made to eliminate potential barriers such as language, transportation, and accessibility. Interpreters will be made available for lectures and discussions, shuttle service will be offered from central locations to event venues. On-going planning discussions are addressing other issues and how to best address these needs.

7. List collaborating organizations that have responsibility for any activities that are part of the grant. Letters of agreement to participate are required attachments.

Currently, we are in conversations with a number of community artists, leaders, women's organizations, and activists. As confirmations occur, requisite letters will be sent to The Women's Fund as a means to keep you informed of our progress. Organizations under consideration include Florida Women of Achievement, Miami-Dade Commission on the Status of Women, Girl Scouts of America, Embrace Girls, Women's Chamber of Commerce, The Commonwealth Institute, The Children's Trust, Ellen Wedner of the Jewish Film Festival, Haitian Women of Miami, Inc., among others.

8. Describe how you will know the program has achieved its objectives.

The Division of Arts and Culture implements an evaluation process as part of all programs presented to determine effectiveness, quality and to assist in future planning. The evaluation process includes audience surveys, telephone interviews with presenters, and staff input.

9. Identify funding categories listed in the Grant Guidelines that best describe your program.

Arts/Culture and Leadership Development are the principal categories. The Summit will also address Economic Self-Sufficiency, Physical Health, and Violence Against Women.

EXPENSES				
	Administrative			
		Summit Coordinator 20% @ \$36,000		\$ 7,200
		Marketing Coordinator 10% @ \$45,000		\$ 4,500
		Finance 5% @ \$57,000		\$ 2,850
		Support Staff		\$ 3,950
	Artistic			
		Presenters/Lecturers		\$ 15,000
	Marketing			
		Printed Materials		\$ 1,500
		Advertising		
		Includes In-kind	Print	\$ 4,000
			Radio	\$ 3,000
	Rentals			
		Projection Equipment / Screen		\$ 2,500
		Audio/Visual		\$ 500
		Films 4 @ \$875		\$ 3,500
		Tables/Chairs		\$ 1,500
	TOTAL EXPENSES			\$50,000
INCOME				
	Admission	Selected Events		\$ 10,000
	Applicant Cash			\$ 15,000
	In-Kind-Advertising			\$ 3,138
	Grants-Secured	State of Florida Cultural Affairs 10% of \$18,625		\$ 1,862
	Grants-Pending	The Women's Fund		\$ 10,000
		Miami-Dade Cultural Affairs		\$ 10,000
	TOTAL INCOME			\$ 50,000

ATTACHMENTS

1. Governing Board – included
2. IRS Determination Letter – NA
3. Registration as charitable organization with Florida Department of Agriculture and Consumer Affairs – NA
4. Copy of Organization's current fiscal year operating budget – Included
5. Most recent 900 – NA
6. Letters of agreement – to be sent as presenters are confirmed

GOVERNING BOARD

Carlos Alvarez, Mayor

Board of County Commissioners

Joe A. Martinez, Chairman

Dennis C. Moss, Vice-Chairman

Barbara J. Jordan, *District 1*

Dorin D. Rolle, *District 2*

Dr. Barbara Carey-Shuler, *District 3*

Sally A. Heyman, *District 4*

Bruno A. Barreiro, *District 5*

Rebeca Sosa, *District 6*

Carlos A. Gimenez, *District 7*

Katy Sorensen, *District 8*

Dennis C. Moss, *District 9*

Sen. Javier D. Souto, *District 10*

Joe A. Martinez, *District 11*

Jose 'Pepe' Diaz, *District 12*

Natacha Seijas, *District 13*

EXPENSES				
	Salaries/Benefits			
		Administrative	\$ 1,391,686	
		Artistic/Program	\$ 927,790	
		Technical Support	\$ 773,159	
	Artist Fees		\$ 149,500	
	Training		\$ 5,000	
	Telecommunications		\$ 44,100	
	Memberships/Subscriptions		\$ 3,600	
	Travel		\$ 500	
	Marketing			
		Promotion	\$ 92,200	
		Printing	\$ 17,100	
	Postage		\$ 900	
	TOTAL EXPENSES			\$ 3,405,535
INCOME				
	Admissions	Events/Programs		\$ 1,880,550
		7 Facilities		
	Rentals	7 Facilities		\$ 1,446,360
	Grants	Secured	State of Florida Division of Cultural Affairs	\$ 18,625
		Pending	Miami-Dade Department of Cultural Affairs-Community Grants	\$ 10,000
			Miami-Dade Department of Cultural Affairs – Hannibal Cox, Jr.	\$ 10,000
			Women's Fund of Miami-Dade County	\$ 10,000
			Mockingbird Foundation	\$ 5,000
			City of Miami-FACE	
			Tommy Hilfiger Corporate Foundation	\$ 25,000
TOTAL INCOME			\$ 3,405,535	